

ABSTRACT OF THE DISCLOSURE

An image sensing apparatus is provided which can sense an image of an object always in good conditions by realizing an optimum noise reduction process even under various photographing conditions and even with various functions of the apparatus. A system control unit of the apparatus controls a noise reduction unit by setting the noise reduction control mode to a zoom stop mode under the conditions that an electronic zoom unit and a zoom lens are stopped, and controls the noise reduction unit by setting the noise reduction control mode to a zoom operation mode under that the conditions that either the electronic zoom unit or the zoom lens is operated.